

ABSTRACT OF THE DISCLOSURE

In order to maximally reduce a space necessary for a terminal crimping apparatus to improve operability and maintenance readiness, terminal reels 422 and applicators 421 are arranged in such inclined states that terminals can be fed in a direction oblique to a wire conveyance path PH. A wire is fed to the applicators 421 by wire clamping units. Each wire clamping unit is so constructed as to switch the position thereof between a pressing position in which the end of the wire can be connected with a terminal and a normal position in which the end of the wire can be transferred to and from the remaining units.